

Abstract of Disclosure

A presentation method for advertisement information shown before and after the featured presentation in a movie theater, wherein the advertisement information is transmitted to the movie theater having a second terminal from a server via a telecommunication system. A server is accessed via an electric medium with a first terminal by an advertising client, and advertisement information is input onto the server by the advertising client. The server may be accessed from the second terminal by an exhibitor in order to show the advertisement information stored in the server. By receiving an access signal from the second terminal of the exhibitor, the selected advertisement information is transmitted from a range of advertisement information stored on the server, to the second terminal of the exhibitor.